

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the Application:

1. (Currently Amended) An article for association with a motor vehicle comprising:
a base; and
elements coupled to the base;
wherein the elements have at least two characteristics including color, shape, surface profile, surface finish, outline, material, and indicia; and
wherein unique configurations of the article may be created by selecting elements with different combinations of the at least two characteristics.
~~a plurality of inserts received in the base, each insert having at least two characteristics;~~
~~wherein the at least two characteristics of each insert causes the plurality of inserts to form a substantially unique article profile.~~
2. (Currently Amended) The article of Claim 1, wherein the base comprises a cavity wherein one characteristic is a color.
3. (Currently Amended) The article of Claim 1 [[2]], wherein the color is associated with available colors from a manufacturer of the motor vehicle.
4. (Currently Amended) The article of Claim 1, wherein each element is an insert received in the base and wherein each element has a different outline from other elements ~~each insert has a footprint that is different from the other inserts.~~
5. (Currently Amended) The article of Claim 4, wherein the outline footprint is correlated to a portion of the motor vehicle. *not clear*

6. (Currently Amended) The article of Claim 2 [[1]], wherein the elements substantially fill the cavity and a plurality of the elements interface with one another ~~wherein one characteristic is a surface profile.~~

7. (Currently Amended) The article of Claim 1 [[6]], wherein the surface profile is at least one of flat, concave, and convex.

8. (Currently Amended) The article of Claim 1, wherein at least one element insert is provided with indicia.

9. (Original) The article of Claim 8, wherein the indicia is associated with a number of motor vehicles purchased.

10. (Original) The article of Claim 1, wherein the base is configured to be attached to a support structure.

11. (Original) The article of Claim 10, wherein the base is configured to receive a fastening member.

12. (Original) The article of Claim 10, wherein the support structure is a vehicle grille.

13. (Currently Amended) The article of Claim 1, wherein the elements are permanently coupled to the base ~~wherein one characteristic is material.~~

14. (Currently Amended) The article of Claim 1, wherein the article is a medallion and wherein a fixed number of unique configurations of the medallion may be created.

15. (Currently Amended) A set of articles for association with motor vehicles, the set of articles comprising:

a set of bases, each base being associated with an each article; and

sets of elements, each set of elements having a plurality of individual elements;

wherein each set of elements is coupled to a base;

wherein the individual elements of each set of elements have at least two characteristics including color, shape, surface profile, surface finish, outline, material, and indicia; and

wherein unique configurations of the articles may be created by selecting elements with different combinations of the at least two characteristics.

~~sets of inserts, each set of inserts having a plurality of individual inserts, each insert having at least two characteristics, wherein a set of inserts is associated with each base and being received in the base;~~

~~wherein the at least two characteristics of each insert of the set of inserts associated with each base forms an article profile;~~

~~wherein each article profile is substantially unique.~~

16. (Currently Amended) The set of articles of Claim 15, wherein the base comprises a cavity wherein one characteristic of each insert of a set of inserts is a color.

17. (Currently Amended) The set of articles of Claim 15, wherein the elements are inserts received in the bases and wherein each element has a different outline from other elements ~~each insert of a set of inserts has a foot print that is different from the other inserts in the set of inserts.~~

18. (Currently Amended) The set of articles of Claim 15 ~~[[17]]~~, wherein the outline foot print is correlated to a portion of the motor vehicle.

19. (Currently Amended) The set of articles of Claim 16 ~~[[15]]~~, wherein the elements substantially fill the cavity and a plurality of the elements interface with one another ~~wherein one characteristic of each insert of a set of inserts is a surface profile.~~

20. (Currently Amended) The set of articles of Claim 15 ~~[[19]]~~, wherein the surface profile is at least one of flat, concave, and convex.

21. (Currently Amended) The set of articles of Claim 15, wherein at least one element ~~insert~~ of a set of elements ~~inserts~~ is provided with indicia.

22. (Original) The set of articles of Claim 21, wherein the indicia is associated with a number of motor vehicles purchased.

23. (Original) The set of articles of Claim 15, wherein each base is configured to be attached to a support structure.

24. (Original) The set of articles of Claim 23, wherein the support structure is a vehicle grille.

25. (Original) The set of articles of Claim 23, wherein the base further includes a slot.

26. (Currently Amended) The set of articles of Claim 15, wherein the articles are medallions ~~each article is a medallion~~ and wherein a fixed number of configurations of the medallions may be created.

27. (Currently Amended) The set of articles of Claim 15, wherein the elements are permanently coupled to the base ~~wherein one characteristic of each element insert of a set of inserts is a material.~~

28. (Currently Amended) An article prepared by a process comprising:
generating an article configuration profile;
associating the article configuration profile with selected information;
generating assembly instructions from the article configuration profile.

29. (Currently Amended) The article prepared by the process of Claim 28, wherein the article configuration profile comprises surface profile characteristics for a set of elements inserts, wherein the set of elements inserts are associated with the article.

30. (Original) The article prepared by the process of Claim 29, wherein the surface profile characteristics include at least one of flat, concave, and convex.

31. (Currently Amended) The article prepared by the process of Claim 28, wherein the article configuration profile comprises color characteristics for a set of elements inserts, wherein the set of elements inserts are associated with the article.

32. (Currently Amended) The article prepared by the process of Claim 31, wherein the article configuration profile includes surface profile characteristics for the set of elements inserts.

33. (Original) The article prepared by the process of Claim 32, wherein the surface profile characteristics include flat, concave, and convex.

34. (Currently Amended) The article prepared by the process of Claim 28, wherein the article configuration profile comprises material characteristics for a set of elements inserts, wherein the set of elements inserts are associated with the article.

35. (Withdrawn) A process of manufacturing an article for association with a customer profile, the process comprising:

generating an article profile;

associating the article profile with selected information;

generating assembly instructions for the article from the article profile.

36. (Withdrawn) The method of Claim 35, further comprising assembling the article in accordance with the assembly instructions.

37. (Withdrawn) The method of Claim 35, further comprising delivering the article.

38. (Withdrawn) The method of Claim 35, wherein the selected information is consumer information profile.

39. (Withdrawn) The method of Claim 38, wherein the consumer information profile further comprises at least one of sales information, purchaser name, purchaser address, number of vehicles purchased, vehicle identification number (VIN), date of purchase, and model purchased.

40. (Withdrawn) The method of Claim 35, wherein the article profile is substantially unique with respect to other article profiles.

41. (Withdrawn) The method of Claim 40, wherein the article profile includes information relating to a set of inserts associated with the article.

42. (Withdrawn) The method of Claim 41, wherein the information relating to a set of inserts associated with the article further comprises at least one of insert shape, insert surface profile, insert color, insert surface finish, and insert material.

43. (Withdrawn) The method of Claim 35, wherein the article profile includes information relating to a set of inserts associated with the article.

44. (Withdrawn) The method of Claim 43, wherein the information relating to a set of inserts associated with the article further comprises at least one of insert shape, insert surface profile, insert color, insert surface finish, and insert material.

45. (Withdrawn) The method of Claim 35, wherein the selected information is a serial number list.

46. (Withdrawn) A method of recognizing customer loyalty, the method comprising:
receiving a customer profile;
generating a substantially unique article profile;
associating the substantially unique article profile with the customer profile.

47. (Withdrawn) The method of Claim 46, further comprising assembling an article in accordance with the substantially unique article profile.

48. (Withdrawn) The method of Claim 46, further comprising generating a serial number list for association with a set of substantially unique article profiles, and associating the customer profile with the serial number list.

49. (Withdrawn) The method of Claim 46, further comprising generating a set of substantially unique article profiles.

50. (Withdrawn) The method of Claim 49, further comprising generating a serial number list.

51. (Withdrawn) The method of Claim 50, further comprising associating the set of substantially unique article profiles with the serial number list.

52. (Withdrawn) The method of Claim 51, further comprising associating the customer profile with a selected serial number from the serial number list.

53. (Withdrawn) The method of Claim 52, wherein the customer profile further comprises at least one of sales information, purchaser name, purchaser address, number of vehicles purchased, vehicle identification number (VIN), date of purchase, and model purchased.

54. (Withdrawn) The method of Claim 51, wherein the information relating to a set of inserts associated with the article further comprises at least one of insert shape, insert surface profile, insert color, insert surface finish, and insert material.

55. (Withdrawn) The method of Claim 51, further comprising associating the customer profile with a selected serial number from the serial number list.

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The Applicant submits that the appropriate corrections have been made to the Reply and Amendment filed August 7, 2003 in response to the Notice of Non-Complaint Amendment, and the Application is now in condition for allowance. Favorable reconsideration of the Application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present Application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this Application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 06-1447. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 06-1447. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 06-1447.

Respectfully submitted,

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